AMENDMENTS TO THE CLAIMS

Claims 1-25 and 37-32 are pending in the subject application. Claims 1, 7, 13, 15-18, 21, 22, 29, and 31 have been amended. All claims currently pending and under consideration in the above-identified application are shown below. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A computing device associated with a service provider, wherein the computing device facilitates providing a computer implemented system that enhances paid inclusion listings, the computing device comprising:

a system bus;

a communication connection coupled to the system bus, the communication connection connecting a network interface to the system bus, wherein a remote computer associated with a paid inclusion customer is connected to the computing device associated with the service provider via the network interface;

a processor coupled to the system bus; and

a system memory coupled to the system bus, the system memory having stored thereon computer-executable instructions that, when executed by the processor, cause the computing device to implement a plurality of components, the plurality of components comprising:

a selection component that allows the paid inclusion customer to select one or more enhancements related to a paid inclusion listing;

an enhancement controller component that controls a plurality of

enhancements related to the paid inclusion listing, the enhancement controller component interfacing with the paid inclusion customer to facilitate optimizing enhancement selection based in part upon at least one of the following: listing performance, historical data, customer preference, or user feedback; and

a listing control component that controls operation of the enhancement controller component, wherein the listing control component analyzes input from a user and input from the paid inclusion customer to further optimize a value of the paid inclusion listing, and further wherein the listing control component assigns weights to the user and to the paid inclusion customer to optimize the value of the paid inclusion listing; and

a reporting component that generates an enhancement component matrix for facilitating enhancement selection by the paid inclusion customer and that provides the enhancement component matrix to the paid inclusion customer, wherein the enhancement component matrix includes:

(1) a plurality of rows, a first one of the plurality of rows corresponding to the paid inclusion listing;

(2) a plurality of columns, each of the plurality of columns corresponding to an enhancement option; and

(3) an indication in each row-column pair that indicates whether the corresponding enhancement option was applied to the corresponding paid inclusion listing.

2.   (Previously Presented)   The device of claim 1, further comprising a display component operatively connected to the enhancement controller component for rendering one or more search results on a display device connected to a remote computer associated with the user, the search results comprising at least one enhanced listing.

3.   (Previously Presented)   The device of claim 2, wherein the display component renders the one or more search results on the display device based on display constraints associated with the display device.

4.   (Currently Amended) The device of claim 1, <u>wherein</u> the one or more enhancements comprising at least one of the following:

a bolded appearance of the listing;

addition of a background to the listing;

alternative color of the listing;

addition of icon to the listing;

addition of "preferred listing" text to the listing;

addition of thumbnail to the listing;

at least partial animation of the listing;

alternative font type of the listing;

alternative font size of the listing;

stylized font of the listing;

play of sound when hovering over the listing; or

preferred location on display of the listing.

5.   (Previously Presented)   The device of claim 4, wherein the one or more enhancements are visible to the user when the user hovers a mouse cursor over the respective listing.

6.   (Previously Presented)   The device of claim 1, wherein the listing control component utilizes artificial intelligence to determine the weights to assign to the user and the paid inclusion customer.

7.   (Currently Amended) The device of claim 1 ~~of claim 4~~, wherein at least one of the one or more selected enhancements expires after a period of time, the period of time being specified by the service provider.

8.   (Previously Presented)   The device of claim 1, wherein the enhancement controller component further optimizes one or more display attributes to facilitate increased user interaction.

9.   (Previously Presented)   The device of claim 1, wherein the one or more enhancements do not influence determining whether enhanced listings are relevant to a search query, thereby retaining ordering rights to keep listings relevant and meaningful to users.

10.   (Previously Presented)   The device of claim 1, wherein the one or more enhancements facilitate differentiating enhanced listings from other search results on a search results display.

11.   (Previously Presented)   The device of claim 1, further comprising one or more enhancement components which are controlled by the enhancement controller component and which correspond to a plurality of enhancements available to the paid inclusion customer.

12.   (Previously Presented)   The device of claim 1, the user feedback comprising at least one of user hardcoded preferences and user behavior that facilitates customizing a manner in which the user views the listings.

13.   (Currently Amended) The device of claim 1, ~~further comprising a~~ wherein the reporting component ~~that~~ provides reports comprising at least one of listing performance data, user feedback, historical data, or comparisons of historical data to the paid inclusion customer to facilitate optimizing revenues.

14.   (Previously Presented)   The device of claim 1, wherein the enhancement controller component temporarily hides or suppresses one or more enhancements based at least in part upon user preferences.

15.   (Currently Amended) A computing device associated with a service provider, wherein the computing device facilitates providing a system that facilitates enhancing paid inclusion listings without adversely affecting ordering rights of the listings, the computing device comprising:

a system bus;

a communication connection coupled to the system bus, the communication connection connecting a network interface to the system bus, wherein a remote computer associated with a paid inclusion customer is

connected to the computing device associated with the service provider via the network interface;

a processor coupled to the system bus; and

a system memory coupled to the system bus, the system memory having stored thereon computer-executable instructions that, when executed by the processor, cause the computing device to provide a plurality of components, the plurality of components comprising:

one or more enhancement components that correspond to one or more enhancement options related to a paid inclusion listing;

a listing control component that controls the one or more enhancement components;

a first input component that provides the listing control component with a paid inclusion customer's enhancement selections; ~~and~~

a second input component that provides the listing control component with user preferences, whereby the listing control component balances the paid inclusion customer's enhancement selections with user preferences to optimize listing performance with regard to enhancing the paid inclusion listing as presented to the user, wherein the listing control component utilizes artificial intelligence to assign one or more weights to the user and to assign one or more weights to the paid inclusion customer;

a monitoring component that monitors at least one of user behavior and user responses to the paid inclusion listing to facilitate assessing implicit user preferences; and

a reporting component that provides reports to the paid inclusion

customer regarding the paid inclusion listing and performance thereof,

wherein at least one of the reports includes an enhancement component

matrix for facilitating enhancement selection by the paid inclusion

customer, wherein the enhancement component matrix includes:

(1) a plurality of rows, a first one of the plurality of rows

corresponding to the paid inclusion listing;

(2) a plurality of columns, each of the plurality of columns

corresponding to an enhancement option; and

(3) an indication in each row-column pair that indicates whether

the corresponding enhancement option was applied to the

corresponding paid inclusion listing.

16.   (Currently Amended)   The device of claim 15, wherein the

enhancement component matrix further includes an additional plurality of columns, wherein each

of the additional plurality of columns corresponds to a performance attribute ~~the plurality of~~

~~components further comprising:~~

~~a monitoring component that monitors at least one of user behavior and~~

~~user responses to the paid inclusion listing to facilitate assessing implicit user~~

~~preferences; and~~

~~a reporting component that provides reports to the paid inclusion customer~~

~~regarding the paid inclusion listing and performance thereof.~~

17.   (Currently Amended) The device of claim 16, <u>wherein the performance attribute includes information associated with user responses to the paid inclusion listing</u> ~~wherein at least one of the reports includes an enhancement component matrix for facilitating enhancement selection by the paid inclusion customer~~.

18.   (Currently Amended) The device of claim 17, <u>wherein the performance attribute corresponds to a type of listing the user clicked on, a type of enhancement option, or a time of day that the user was provided with the paid inclusion listing</u> ~~wherein the enhancement component matrix includes a plurality of rows, each of the plurality of rows corresponding to a paid inclusion listing, and a plurality of columns, each of the plurality of columns corresponding to an enhancement option~~.

19.   (Previously Presented)   The device of claim 16, wherein at least one of the reports indicates a display limitation associated with a user, wherein the display limitation includes the type of machine operated by the user.

20.   (Previously Presented)   The device of claim 15, wherein the listing control component generates a plurality of parallel listings wherein at least a subset of the plurality of parallel listings have respectively different enhancements to assist the paid inclusion customer in optimizing listing performance and revenues.

21.   (Currently Amended) One or more computer storage media having computer-executable instructions embodied thereon for performing a method of facilitating aesthetically improving paid inclusion listings while maintaining ordering rights, the method comprising:

receiving a search request from a user, wherein the user provides the search request by utilizing a computing device having an associated display device;

identifying a plurality of search results that are relevant to the search request, wherein the plurality of search results includes at least one paid inclusion listing;

determining the type of display device associated with the user's computing device, thereby identifying display constraints associated with the user's display device;

retrieving user preferences from a database;

modifying the at least one paid inclusion listing according to a ~~one or more~~ paid inclusion customer selected enhancement option ~~options; and~~

rendering the plurality of search results for display on the user's display device based in part upon the display constraints associated with the user's display device, the ~~one or more~~ paid inclusion customer selected enhancement option ~~options~~, and the end user preferences; and

reporting performance of the at least one paid inclusion listing to the paid inclusion customer to facilitate optimizing listing performance and revenues, wherein said reporting includes generating an enhancement component matrix and providing said matrix to the paid inclusion customer, said matrix comprising:

(1) at least one row corresponding to the at least one paid inclusion listing;

(2) a first column corresponding to the paid inclusion customer selected enhancement option, wherein the first column includes an

indication that the corresponding paid inclusion customer selected

enhancement option was applied to the at least one paid inclusion

listing; and

(3) a second column corresponding to a performance attribute,

wherein the performance attribute includes information about a

user response to the at least one paid inclusion listing.

22.   (Currently Amended) The media of claim 21, wherein said matrix further

includes a third column corresponding to an additional paid inclusion enhancement option, said

third column including an indication that the additional paid inclusion enhancement option was

not applied to the at least one paid inclusion listing further comprising reporting performance of

the at least one paid inclusion listing to the paid inclusion customer to facilitate optimizing

listing performance and revenues.

23.   (Previously Presented)   The media of claim 21, wherein modifying

the at least one paid inclusion listing includes balancing user preferences and paid inclusion

customer preferences to optimize a value of the at least one paid inclusion listing with respect to

both the user and the paid inclusion customer.

24.   (Previously Presented)   The media of claim 23, wherein balancing

user preferences and paid inclusion customer preferences includes assigning one or more weights

to each of the user and the paid inclusion customer.

25.   (Previously Presented)   The media of claim 24, wherein the one or

more weights are determined by utilizing artificial intelligence.

26.   (Canceled)

27.   (Previously Presented)   The media of claim 21, the one or more selected enhancement options comprising at least one of:

bolding at least a portion of listing;

adding a background to at least a portion of listing;

changing text color of listing to an alternative color different from a standard listing color;

altering text font of listing to be different from a standard listing font;

increasing font size of listing greater than standard listing font size;

animating at least a portion of listing;

dynamically replacing at least a portion of listing with at least one search term;

adding a thumbnail to the listing corresponding to some content of the listing;

replacing listing text with a thumbnail that is representative of the content in the listing;

adding an icon to the listing that indicates a preferred status of the listing; or

positioning the listing apart from other listings while retaining ordering rights based on relevance of listing with respect to search query.

28.   (Previously Presented)   The media of claim 21, further comprising globally applying the one or more enhancements to a plurality of paid inclusion listings based on a consensus of behaviors associated with users in a particular service area.

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29.   (Currently Amended)   The media of claim 21, ~~wherien~~ <u>wherein</u> the one or more enhancements are sensitive to cultural, time zone, and regional differences to mitigate offensive listings.

30.   (Previously Presented)   The media of claim 21, further comprising hovering a pointing device over the rendered enhanced listing to visualize enhancement.

31.   (Currently Amended) One or more computer storage media having computer-executable instructions embodied thereon for performing a method of facilitating optimizing enhanced listing performance, the method comprising:

generating an enhancement component matrix, wherein the enhancement component matrix includes a plurality of rows, each of the plurality of rows corresponding to a paid inclusion listing, and a plurality of columns, each of the plurality of columns corresponding to an enhancement option;

providing the enhancement component matrix to a paid inclusion customer;

receiving a first enhancement selection from the paid inclusion customer, wherein the first enhancement selection includes a selection of at least one enhancement option to be applied to a paid inclusion listing upon rendering the paid inclusion listing for display on a user's display device;

receiving a plurality of search queries from a plurality of users;

generating a plurality of search results in response to receiving the plurality of search queries, wherein the plurality of search results includes a first paid inclusion listing and a second paid inclusion listing, wherein the first paid inclusion listing is identical to the second paid inclusion listing;

enhancing the first paid inclusion listing with the enhancement selection;

enhancing the second paid inclusion listing with a second enhancement selection, wherein the second enhancement selection is generated by the service provider, the second enhancement selection being different from the first enhancement selection such that the second paid inclusion listing has a different appearance when displayed on a user's display device than the first paid inclusion listing when displayed on a user's display device providing the plurality of search results to the plurality of users;

monitoring each user's behavior with respect to the corresponding search results to develop user historical data; ~~and~~

reporting data and inferences associated with the user historical data, wherein the data and inferences are analyzed to optimize listing performance and revenues<u>;</u>

<u>generating an updated enhancement component matrix, wherein said generating includes:</u>

<u>(1) adding an indication in each row-column pair that indicates whether the corresponding enhancement option was applied to the corresponding paid inclusion listing; and</u>

<u>(2) adding a plurality of additional columns, each of the plurality of additional columns corresponding to user historical data associated with a paid inclusion listing performance attribute; and</u>

<u>providing the updated enhancement component matrix to the paid inclusion customer.</u>

32. (Previously Presented) The media of claim 31, further comprising optimizing delivery of listings based at least in part upon at least one of the following: a user point of entry comprising a web-based entry and a user-application entry, time of day, or display device.

33. (Canceled)